



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

**CONTRACT**

<u>Contract / Revision</u>		<u>Alt Order #</u>
561854 /		07890756
<u>Product</u>		
SEIU		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/18/12 - 09/24/12	112/119/1435	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
SEIU - Service Employees International Union	08/21/12	/ 08/21/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTKR	Jamie Andrus	Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	112	119
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	<u>Totals</u>	
											Spots	Amount
E 1 3		09/18/12	09/21/12	NewsChannel 3 News	5-6am		:30			NM	1	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$620.00			
E 2 3		09/18/12	09/21/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$675.00			
E 3 3		09/18/12	09/21/12	CBS This Morning	7-9a		:30			NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				2	\$340.00			
E 4 3		09/22/12	09/22/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-----S-				1	\$250.00			
E 5 3		09/23/12	09/23/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-----S				1	\$1,345.00			
E 6 3		09/18/12	09/21/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$1,010.00			
E 7 3		09/18/12	09/21/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				2	\$675.00			
E 8 3		09/18/12	09/21/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$850.00			
E 9 3		09/18/12	09/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$675.00			
E 10 3		09/18/12	09/21/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				2	\$850.00			
E 11 3		09/18/12	09/21/12	Newschannel 3 News	5-530pm		:30			NM	2	\$1,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				2	\$880.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision 561854 /	Alt Order # 07890756
Contract Dates 09/18/12 - 09/24/12	Product SEIU
Advertiser SEIU - Service Employee	Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
E 12 3		09/18/12	09/21/12	Newschannel 3 News	530-6pm		:30			NM	3	\$2,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				3	\$880.00			
E 13 3		09/18/12	09/21/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$1,345.00			
E 14 3		09/18/12	09/21/12	730-8pm	730-8pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$1,345.00			
E 15 3		09/22/12	09/22/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-----S-				1	\$340.00			
E 16 3		09/18/12	09/21/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-TWTF--				1	\$1,510.00			
E 17 3		09/22/12	09/22/12	NCAA Football	330-7p		:30			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/17/12		09/23/12		-----S-				1	\$2,750.00			

Totals	23	\$20,845.00
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Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	23	\$20,845.00	\$17,718.25
<b>Totals</b>	<b>23</b>	<b>\$20,845.00</b>	<b>\$17,718.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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